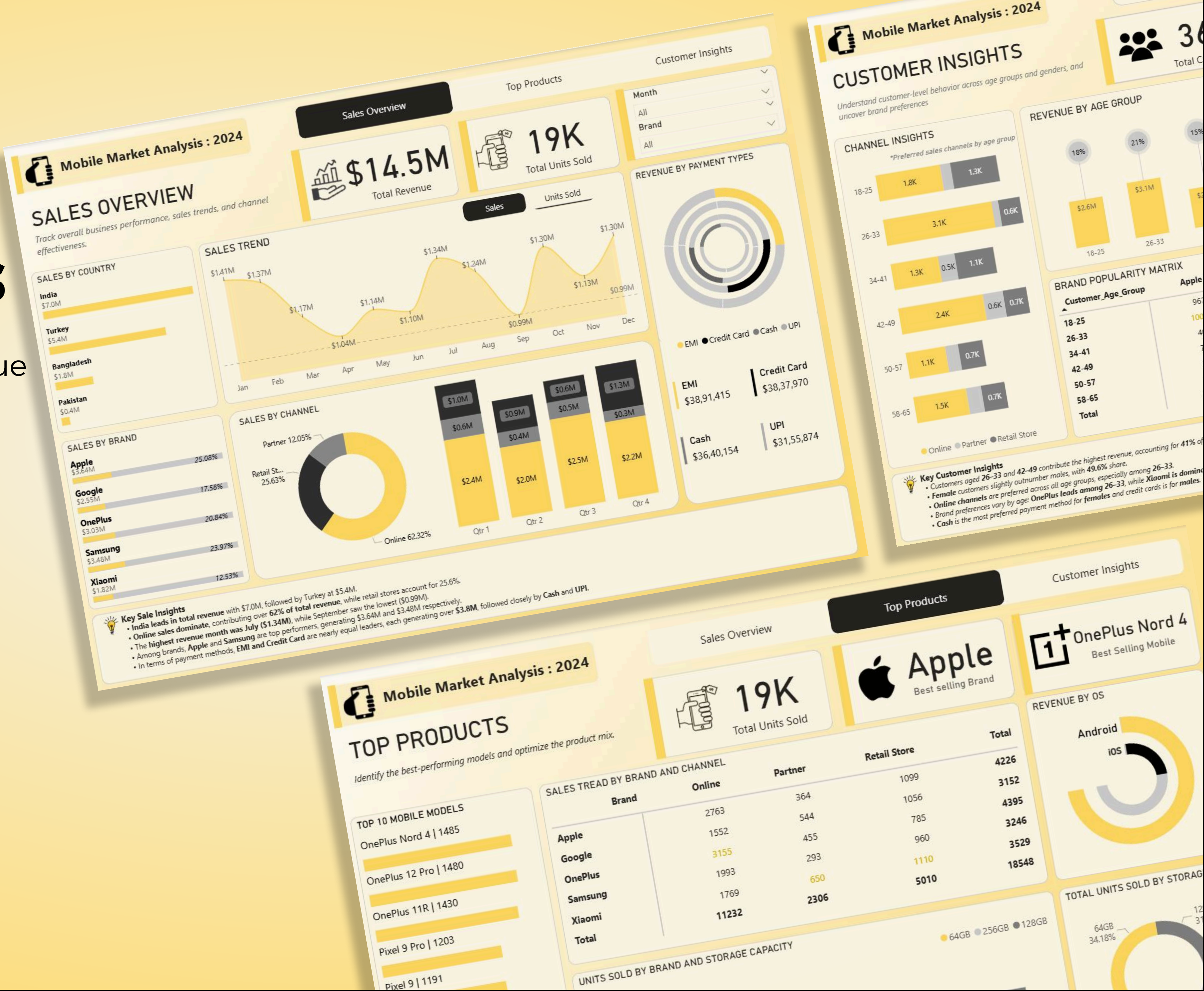


# THE MOBILE MARKET ANALYSIS

All Your Market, Customer, And Revenue Intelligence In One Place.

- Sales Overview
- Top Products Analysis
- Customer Insights







## Mobile Market Analysis : 2024

### Sales Overview

### Top Products

### Customer Insights

## SALES OVERVIEW

Track overall business performance, sales trends, and channel effectiveness.



# \$14.5M

Total Revenue



# 19K

Total Units Sold

Month

All

Brand

All

### SALES BY COUNTRY

#### India

\$7.0M

#### Turkey

\$5.4M

#### Bangladesh

\$1.8M

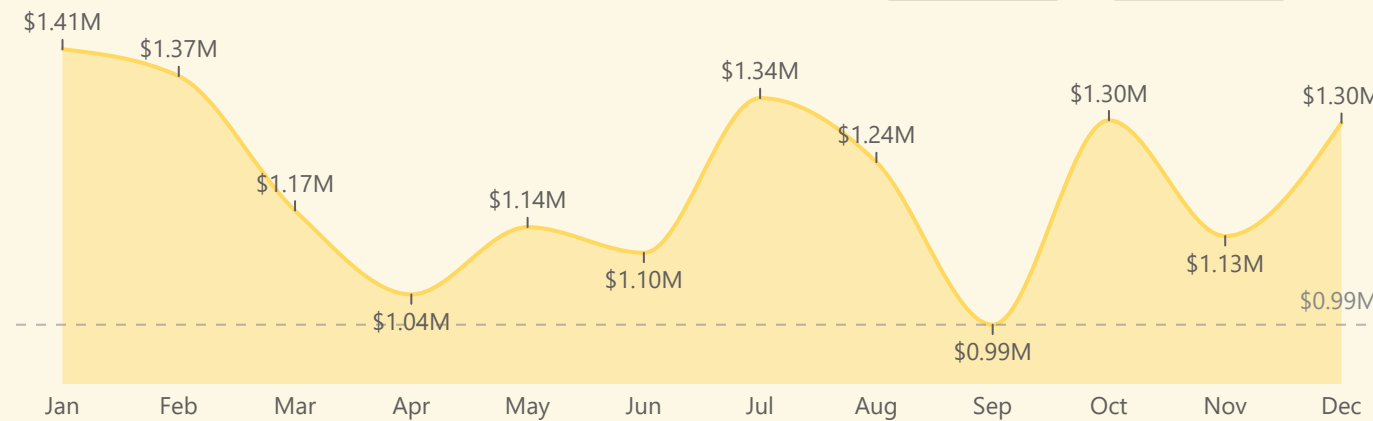
#### Pakistan

\$0.4M

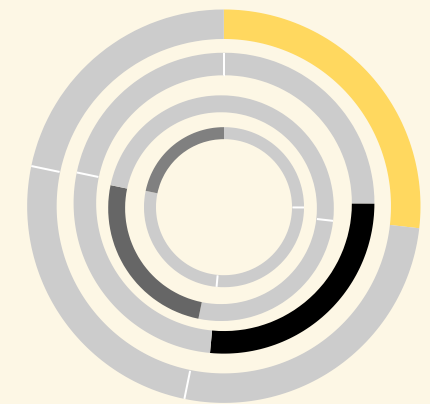
### SALES TREND

Sales

Units Sold



### REVENUE BY PAYMENT TYPES



● EMI ● Credit Card ● Cash ● UPI

EMI

\$38,91,415

Credit Card

\$38,37,970

Cash

\$36,40,154

UPI

\$31,55,874

### SALES BY BRAND

#### Apple

\$3.64M

25.08%

#### Google

\$2.55M

17.58%

#### OnePlus

\$3.03M

20.84%

#### Samsung

\$3.48M

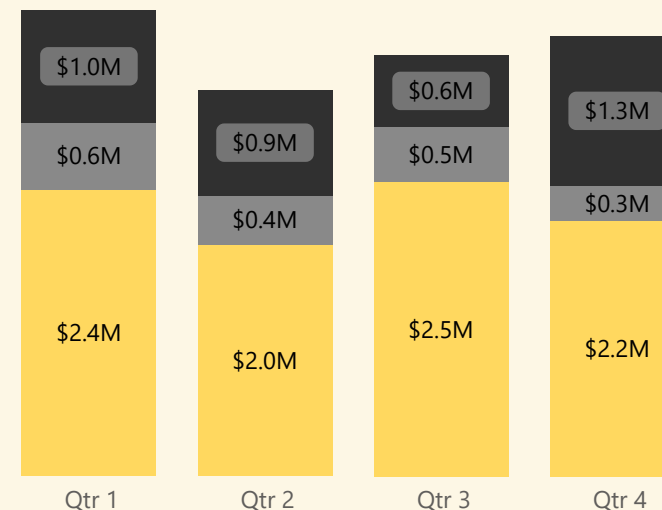
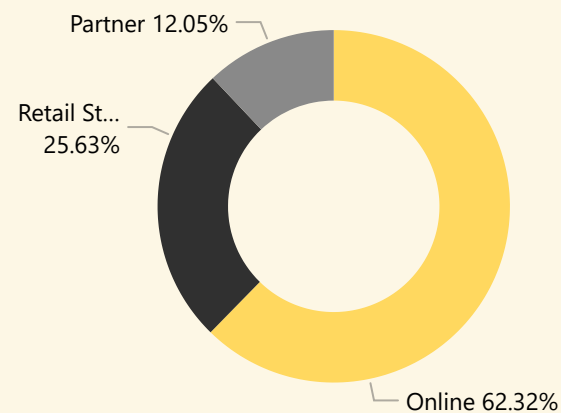
23.97%

#### Xiaomi

\$1.82M

12.53%

### SALES BY CHANNEL



### Key Sale Insights

- India leads in total revenue with \$7.0M, followed by Turkey at \$5.4M.
- Online sales dominate, contributing over **62% of total revenue**, while retail stores account for 25.6%.
- The **highest revenue month was July (\$1.34M)**, while September saw the lowest (\$0.99M).
- Among brands, **Apple** and **Samsung** are top performers, generating \$3.64M and \$3.48M respectively.
- In terms of payment methods, **EMI and Credit Card** are nearly equal leaders, each generating over **\$3.8M**, followed closely by **Cash** and **UPI**.



## Mobile Market Analysis : 2024

Sales Overview

Top Products

Customer Insights

## TOP PRODUCTS

Identify the best-performing models and optimize the product mix.



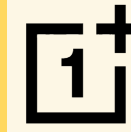
# 19K

Total Units Sold



## Apple

Best selling Brand



## OnePlus Nord 4

Best Selling Mobile

### TOP 10 MOBILE MODELS

OnePlus Nord 4 | 1485

OnePlus 12 Pro | 1480

OnePlus 11R | 1430

Pixel 9 Pro | 1203

Pixel 9 | 1191

Galaxy S25 Ultra | 1030

iPhone 14 | 989

iPhone 15 | 951

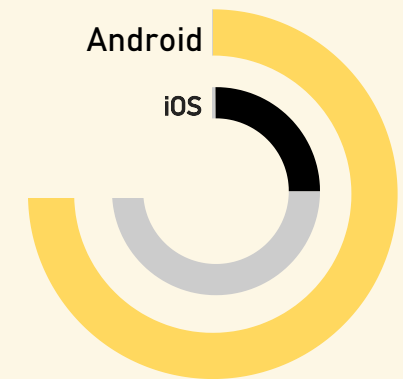
Z Fold 6 | 912

Redmi Note 13 | 896

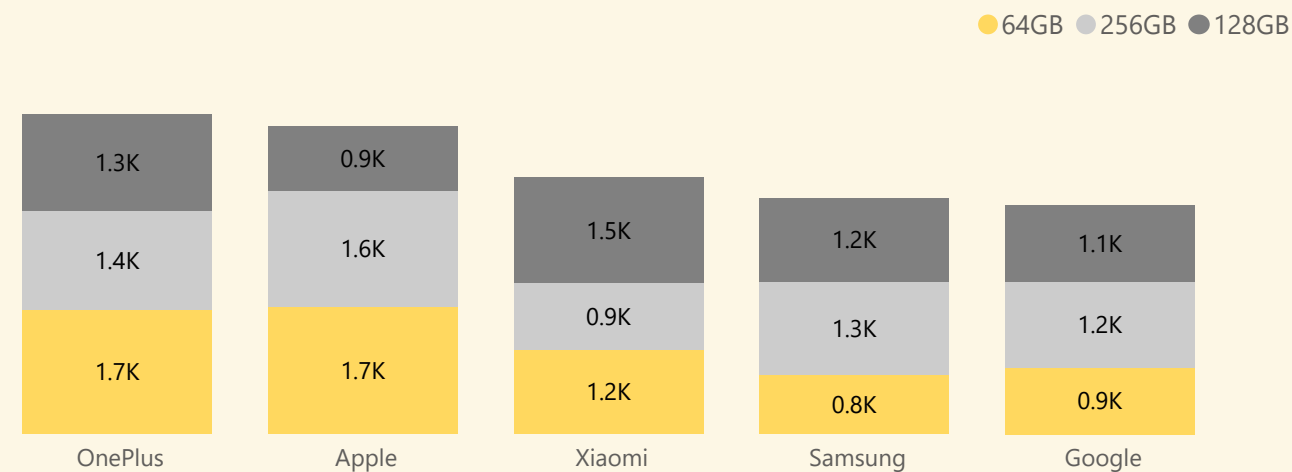
### SALES TREND BY BRAND AND CHANNEL

Brand	Online	Partner	Retail Store	Total
Apple	2763	364	1099	4226
Google	1552	544	1056	3152
OnePlus	3155	455	785	4395
Samsung	1993	293	960	3246
Xiaomi	1769	650	1110	3529
Total	11232	2306	5010	18548

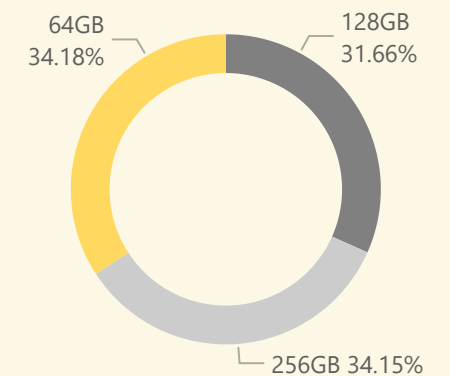
### REVENUE BY OS



### UNITS SOLD BY BRAND AND STORAGE CAPACITY



### TOTAL UNITS SOLD BY STORAGE SIZE



### Key Product Insights

- **OnePlus Nord 4** is the **best-selling model**, closely followed by the **OnePlus 12 Pro** and **OnePlus 11R**.
- **Apple** leads as the **top-selling brand**, generating **4,226 units**, while **OnePlus** tops **online** sales with **3,155 units**.
- Sales are fairly distributed across storage capacities, with **64GB** accounting for the highest share (**34.18%**).
- **Android** devices dominate OS sales, driven by the wide brand and pricing range.
- The majority of product sales come from the **online channel (11,232 units)**, reinforcing the shift toward digital buying behavior.



## Mobile Market Analysis : 2024

Sales Overview

Top Products

Customer Insights

# CUSTOMER INSIGHTS

Understand customer-level behavior across age groups and genders, and uncover brand preferences



366

Total Customers



143

# Male Customers

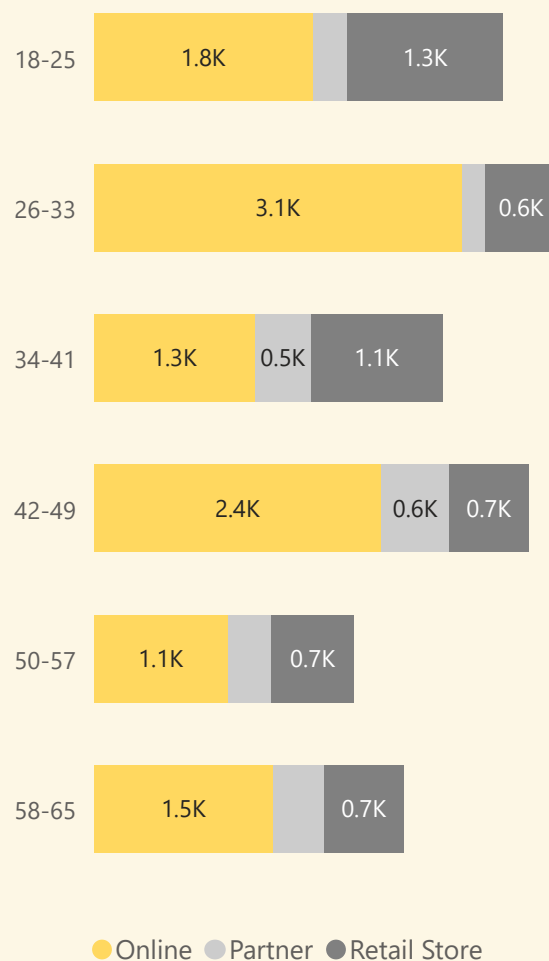


191

# Female Customers

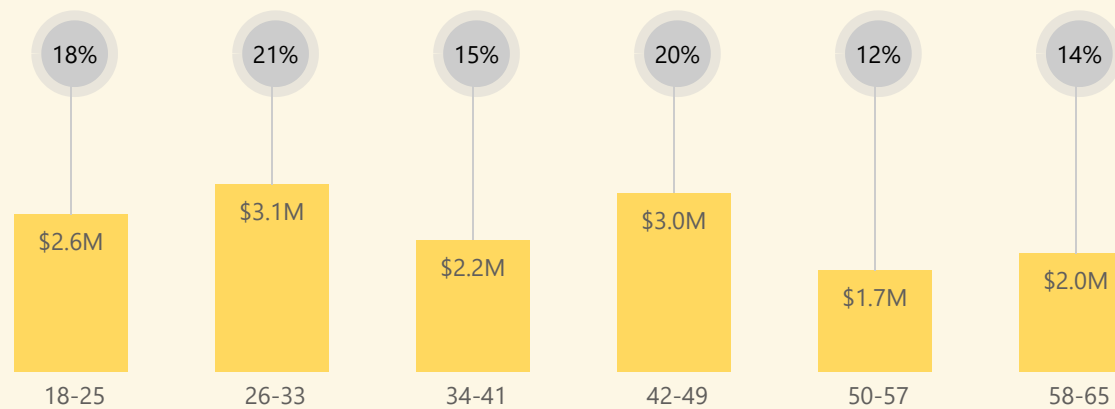
## CHANNEL INSIGHTS

\*Preferred sales channels by age group

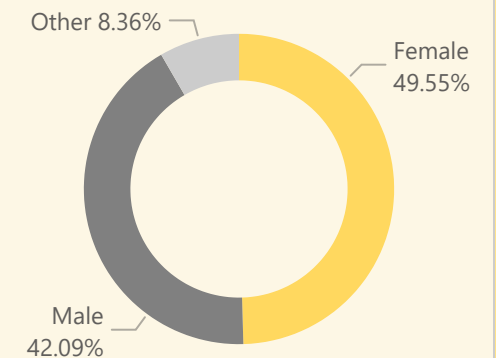


## REVENUE BY AGE GROUP

\*Sales contribution by each age segment



## GENDER DISTRIBUTION

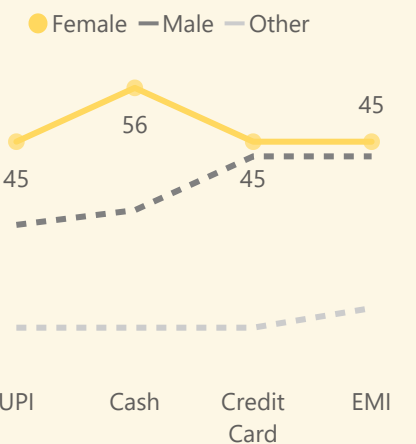


## BRAND POPULARITY MATRIX

\*Cross-tab view of brand choices by age

Customer_Age_Group	Apple	Google	OnePlus	Samsung	Xiaomi
18-25	967	471	990	508	474
26-33	1004	395	1146	720	600
34-41	404	612	538	249	1099
42-49	759	631	675	879	678
50-57	727	462	230	448	301
58-65	365	581	816	442	377
Total	4226	3152	4395	3246	3529

## PAYMENT BEHAVIOR



### Key Customer Insights

- Customers aged **26-33** and **42-49** contribute the highest revenue, accounting for **41%** of total sales.
- Female** customers slightly outnumber males, with **49.6%** share.
- Online channels** are preferred across all age groups, especially among **26-33**.
- Brand preferences vary by age: **OnePlus leads among 26-33**, while **Xiaomi is dominant among 34-41 and 42-49**.
- Cash** is the most preferred payment method for **females** and credit cards is for **males**.